

Message Text

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ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 MMO-04 USIA-15 OES-06 /046 W

-----011414Z 007278 /42

P 011051Z APR 77

FM AMEMBASSY BERN

TO SECSTATE WASHDC PRIORITY 4136

INFO USDOC WASHDC PRIORITY

UNCLAS SECTION 1 OF 2 BERN 1374

USDOC

EO 11652: NA

TAGS: BEXP SZ

SUBJ: FY 79 COUNTRY COMMERCIAL PROGRAM - SWITZERLAND: PRELIMINARY
RECOMMENDATIONS

REF: STATE 44899; USDOC 4593

1. SUBMISSION DATE OUR FY 79 RECOMMENDATIONS ADJUST TO
APR 1 PER USDOC 4593.

2. HERewith RECOMMENDATIONS OF EMBASSY BERN AND CONGEN
ZURICH ON SECTIONS III AND IV OF FY 79 CCP. WE ARE
POSTPONING 7 CAMPAIGNS AND 7 OTHER SPECIAL POST
EFFORTS (OSPE). IN THE EVENT IT LATER APPEARS THAT 1
OR MORE OF THE CAMPAIGNS HERewith PROPOSED SHOULD BE
DELETED OR DOWN-GRADED, WE SUGGEST ADVANCING HIGHEST
PRIORITY OSPE TO CAMPAIGN STATUS IN ORDER MAINTAIN
NUMBER OF CAMPAIGNS AT 7. CAMPAIGNS ARE NUMBERED
AND PRIORTIY-RANKED IN SAME SEQUENCE (I.E., CAMPAIGN
NUMBER 1 IS PRIORITY NUMBER 1, ETC).

3. SECTION III - CAMPAIGNS.

CAMPAIGN 1 - COMPUTERS AND PERIPHERAL EQUIP.

SWITZERLAND WILL CONTINUE TO RELY HEAVILY ON U S

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HARDWARE AND SOFTWARE IN DATA PROCESSING EQUIP.

SWISS MARKET FOR HARDWARE MAY REACH \$160 MILLION IN

1979, OF WHICH U S WILL SUPPLY 80 PCT. TREND

IS TOWARD DISTRIBUTED PROCESSING AND INTELLIGENT

SYSTEMS, WITH EMPHASIS ON MINIS AND MICROS. CCP

ACTIONS WILL FOCUS ON STRENGTHENING U S LONG-TERM

POTENTIAL ESPECIALLY IN MINI AND MICROCOMPUTER SYSTEMS.

ACTIONS WOULD INCLUDE FOREIGN BUYER TRIP TO NATIONAL COMPUTER CONFERENCE IN JUN 1979.

CAMPAIGN 2 - PROCESS CONTROL INSTRUMENTATION (INCLUDING POLLUTION CONTROL EQUIP). SWISS INDUSTRY HAS ENTERED A PERIOD OF RESTRUCTURING WHICH INCLUDES MODERNIZATION OF EXISTING PRODUCTION FACILITIES AS WELL AS INCREASED AUTOMATION TO BALANCE HIGH LABOR COSTS. SUBSTANTIAL INVESTMENTS ARE REQUIRED IN ADVANCED AUTOMATIC PROCESS CONTROLS. ABOUT HALF OF CAMPAIGN EFFORT WOULD BE IN POLLUTION CONTROL EQUIP WHICH REQUIRES ADVANCED WET CHEMISTRY PROCESS CONTROL INSTRUMENTS. OF SPECIAL INTEREST IS TREND TOWARD AUTOMATIC, COMPUTER-CONTROLLED SEWAGE TREATMENT PLANTS.

CAMPAIGN 3 - CONSUMER GOODS. ECONOMIC RECOVERY IN SWITZERLAND AND CONTINUED FAVORABLE DOLLAR/FRANC EXCHANGE RATE SHOULD CONTINUE TO IMPROVE PROSPECTS FOR U S CONSUMER GOODS. ACTIONS WOULD INCLUDE FOREIGN BUYER TRIPS TO SPECIALIZED U S EXHIBITIONS.

CAMPAIGN 4 - SECURITY SYSTEMS. THE MARKET FOR ADVANCED SECURITY EQUIP HERE IS ENTERING A PERIOD OF BOOM. BANKS AND SWISS PTT PLAN TO EQUIP OFFICES WITH NEWEST SYSTEMS IN VIEW OF RISE IN NUMBER OF ARMED ROBBERIES. INVESTMENTS BY THESE TWO ORGANIZATIONS EXPECTED TO BE \$200 MILLION DURING 1977-79. 15 PCT OF TOTAL EXPECTED TO GO INTO ALARM SYSTEMS, THE REMAINDER INTO BULLET-PROOF GLASS AND OTHER BUILDING CONVERSION. UNCLASSIFIED

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RESIDENTIAL MARKET IS GROWING, WITH CUSTOMERS ESTIMATED AT 100,000 OR MORE DURING NEXT 3-5 YEARS. SWISS ARMY AND POLICE PLAN TO IMPROVE EXISTING SECURITY SYSTEMS.

CAMPAIGN 5 - ENERGY SYSTEMS: SWISS GOVT IS PLACING INCREASED EMPHASIS ON DEVELOPMENT OF SOLAR ENERGY AS AN ALTERNATIVE ENERGY SOURCE. PAST OFFICIAL SUPPORT WAS LIMITED TO FINANCING SF 2 MILLION IN RESEARCH, BUT THIS AMOUNT IS EXPECTED TO INCREASE DRAMATICALLY. PRIVATE INDUSTRY ALSO STEPPING UP RESEARCH. FY 79 WILL BE OPPORTUNE TIME FOR U S TECHNOLOGICAL LEADERS IN SOLAR ENERGY FIELD TO OFFER SUPERIOR PRODUCTS AT SWISS EXHIBITIONS AND FOR EMBASSY TO INTENSIFY CONTACTS WITH APPROPRIATE GOVT AGENCIES, INDUSTRY ASSOCIATIONS, AND PRIVATE FIRMS. ACTIONS WOULD INCLUDE PARTICIPATION BY US FIRMS IN SOLAR ENERGY EXHIBIT AT INTELTEC, SEP 1979, AND FBP TRAVEL TO SPECIALIZED U S EVENTS.

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CAMPAIGN 6 - VISIT USA. POTENTIAL FOR SWISS TRAVEL TO
U S EXPECTED TO CONTINUE IMPROVEMENT WITH RECOVERY
FROM RECESSION AND STABILIZATION OF DOLLAR/FRANC
EXCHANGE RATE. CHARTER FARES COMPARE FAVORABLY WITH
THOSE TO ANY OTHER PART OF THE WORLD. MAJOR ACTIONS
WOULD BE EXPANDING ACTIVITIES OF VISIT USA COMMITTEE,
WITH INCREASED FINANCIAL SUPPORT FROM USTS, AND CONTINUING
SEMINARS FOR SWISS TRAVEL AGENTS ON FACILITIES FOR TRAVEL TO
AND IN THE US.

CAMPAIGN 7 - HEALTH CARE EQUIP & SUPPLIES. FY 79 SWISS MARKET
FOR BIOMEDICAL EQUIP IS ESTIMATED AT \$45 MILLION, WITH THE US
EXPECTED TO HOLD 17 PCT MARKET SHARE. MARKET GROWTH EXPECTED
TO BE FLAT AT BEGINNING 1980'S. EMBASSY EFFORTS WOULD EXPLOIT
EXISTING OPPORTUNITIES FOR SOPHISTICATED ITEMS SUCH
AS DIAGNOSTIC EQUIP AND RADIOLOGICAL AND ULTRASONIC
INSTRUMENTS. ACTIONS WOULD INCLUDE SOME FORM OF U S
PARTICIPATION IN IFAS, AUTUMN 1979, WITH EMPHASIS ON DIAGNOSTIC
EQUIP, RADIOLOGICAL INSTRUMENTS, COMPUTERS.

4. SECTION IV - OTHER SPECIAL POST EFFORTS.

OSPE NO 1 - ELECTRONIC COMPONENTS. (PRIORITY RANK 8).
US HAS CLEAR TECHNOLOGICAL ADVANTAGE. U S SEMICONDUCTOR FIRMS
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CONTROL 75 PCT OF SWISS MARKET. ASIDE FROM ORIGINAL EQUIP MANUFACTURERS MARKET IN INDUSTRIAL ELECTRONICS AND IN SWISS MACHINERY AND INSTRUMENTS INDUSTRY, WATCH INDUSTRY DESERVES SPECIAL EFFORTS.

OSPE NO 2 - COMMUNICATIONS EQUIP (PRIORITY RANK 9). SWITZERLAND WILL CONTINUE MODERNIZATION OF TELEPHONE AND TELECOMMUNICATIONS SYSTEMS. POST SHOULD SUPPORT US PAVILION AT TELECOM IN GENEVA, SEP 1979.

OSPE NO 3 - FOREIGN BUYER PROGRAM (PRIORITY RANK 10). ON BASIS OUR EXPERIENCE IN RECENT YEARS, FBP IS EXCELLENT PROMOTION VEHICLE. FB GROUPS WILL VISIT SELECTED US EXHIBITIONS AND INDUSTRIES WITH TECHNOLOGICAL LEAD.

OSPE NO 4 - BUSINESS EQUIP SYSTEMS. (PRIORITY RANK 11). POST WILL REPORT OPPORTUNITIES IN ADVANCED BUSINESS SYSTEMS SUCH AS INTELLIGENT TERMINALS, MICROGRAPHICS, ELECTRONIC BANKING, CALCULATORS, WORD PROCESSING EQUIP, AND ELECTRONIC ACCOUNTING MACHINES.

OSPE NO 5 - LABORATORY INSTRUMENTS. (PRIORITY RANK 12). MODERNIZATION OF EXISTING PRODUCTION FACILITIES IN SWITZERLAND CONTINUES TO CREATE SUBSTANTIAL DEMAND FOR LABORATORY INSTRUMENTS FOR REASONS DISCUSSED UNDER PROCESS CONTROL INSTRUMENTATION CAMPAIGN.

OSPE NO 6 - CHEMICAL RAW MATERIALS. (PRIORITY RANK 13). PROVIDED DOLLAR/Franc RELATIONSHIP REMAINS FAVORABLE, SWITZERLAND WILL CONTINUE TO LOOK TO U S FOR CHEMICAL RAW MATERIALS AND INTERMEDIATES. THERE IS GROWING SWISS INTEREST IN AMERICAN PHARMACEUTICAL SPECIALTIES, OVER-THE-COUNTER PHARMACEUTICALS, AND COSMETICS. SWISS DISTRIBUTORS OF RAW MATERIALS AND INTERMEDIATES OFTEN IMPORT COSMETICS AND PHARMACEUTICALS.

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OSPE NO - 7 - TRACE CENTER AND US EXHIBIT SUPPORT. (PRIORITY RANK 14). PROVIDE SPECIAL SUPPORT OF SWISS ATTENDANCE AT SELECTED TRADE CENTER SHOWS AND U S EXHIBITS IN EUROPE OF SPECIAL INTEREST TO SWISS FIRMS.

5. SEPARATE TELEGRAM WILL PROVIDE FURTHER DISCUSSION OF FY 79 TRADE SHOW PARTICIPATION, INCLUDING NUCLEX. DAVIS

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